

The clarion call of the NAB has long been that of deregulation. The purpose, ostensibly, is to foster competition, thereby producing better quality radio for the nation's listeners. Now that broadcast radio finally has real competition, in the form of XM and Sirius Satellite Radio, the NAB's true motivation is revealed. It isn't competition, nor is it something altruistic such as providing the best content for their listeners. Their motivation is pure, unabashed greed.

The NAB's assertion of their position as the champions of local content is curious, as their stations have steadily been shedding their local identities in favor of voicetracked, playlisted homogeny. Both XM and Sirius have crafted their station lineup to cater to tastes both narrow and broad. They have listened to both current and prospective subscribers, and have worked diligently to craft the most listener-friendly radio services possible.

The NAB has shown their true colors in their response. They have not taken note of what their listeners want and attempted to improve those listeners' experiences. They have instead decided to use the FCC to blunt the impact of two services who have demonstrated what the NAB's stations have not - that they care about what their listeners want.

Please reject the NAB's petition 04-160. It is, in my opinion, to the detriment of all radio listeners, both terrestrial and satellite.